



Style Guide

Statement

Good Game is a platform designed for creators to test their game ideas. It is a welcoming clean and approachable interface that is meant to guide users through the feasibility of their game concepts before committing significant time and resources. Combining data driven insights, Good Game serves both beginners and small studios to evaluate scope while maintaining a friendly and accessible experience.

Typography

Header 1

Quicksand Semibold 32px

Header 2

Quicksand Semibold 24px

Header 3

Quicksand Semibold 20px

Header 4

Nunito Regular 18px

Button Text

Nunito Medium 20px

Body Text

Nunito Semibold 16px

Quicksand

Aa Bb Cc Dd Ee

Quicksand is used for heading and callouts because of its rounded letterforms that closely align with the visual shape of the logo. The soft curves reinforce the approachable tone of the app while maintaining the clean modern appearance. Quicksand also offers a wide range of font weights which allows for clear hierarchy and emphasis for key interface elements making it an effective guide for users.

Nunito

Aa Bb Cc Dd Ee

Nunito is used the primary body typeface for its clarity, readability, and accessible design. The rounded curves complement the Quicksand, making a cohesive visual look while offering a friendly look that supports the user through navigation. Together these typefaces establish a balance of professionalism and approachability, aligning with the app's goal of being a reliable tool.

Color Palette

Primary Colors

Power Up
HEX #B6D900
RBG R182 G217 B0

Power Up is the primary brand color from the logo, used for key actions, **navigation**, **borders**. It's contrast and energy draws attention while highlighting progress

Deep Sea
HEX #004261
RBG R0 G66 B97

Deep Sea is the primary **navigation background color**. Providing depth while contrasting other elements it creates visual balance and approachability in the interface.

Core White
HEX #FFFFFF
RBG R255 G255 B255

Core White is meant to enhance readability while keeping a clean minimalistic aesthetic. Intended for **headings**, call outs, and **input fields**.

Core Black
HEX #000000
RBG R0 G0 B0

Core Black is neutral provides strong readability and pairs with all the other colors. Balancing the light tones it is for **structural elements** ensuring clarity.

Secondary Colors

Sky Boost
HEX 7EC0FB
RBG R162 G192 B251

Sky Boost is an **accent color** for secondary actions, like **submission buttons** supporting interactions. This color maintains clarity while helping users distinguish actions.

Midnight Level
HEX #0B2559
RBG R11 G37 B89

Midnight Level is used for **background** sections and **larger areas**. It's darker tones compliment the rest of the palette supporting accessibility while being calm.

Power Core
HEX #27133E
RBG R39 G19 B24

Power Core is a **supporting** tech color that is for creating **structure** and making contrast with other colors.

Void
HEX #06132D
RBG R6 G19 B45

Void brings a **transition** aspect and darkness to match the other colors with cool tone. It serves as a **contrast** for headings and a basis for **organization**.

Logo

Full Logo



Logo Mark



Typographic Logo

good game

App Icon



Purpose

The logo serves as a visual identifier of the brand and what it strives to achieve, the making of a good game. It is designed to reflect the brand while combining the video game aspect in a single design.

Usage Notes

Good Game's logo is meant to be placed on Midnight Level on each page to maintain cohesion. The logo should remain consistent sizing and placement across the app and use Power Up as the color.

Icons



Navigation



Account/Settings

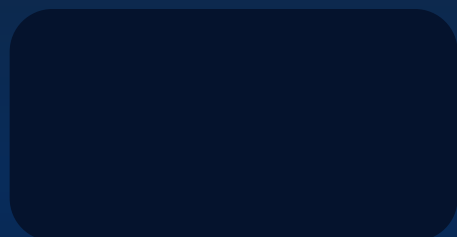


Connections



Tags

Graphics



Button

Button



Iconography is derived from the visual language of the logo, using negative space and subtle slit like slits that create a cohesive visual system. By incorporating curved edges and intentional cut outs the icons maintain clarity, visibility, and visual interest while reinforcing the brand identity. The minimal modern aesthetic establishes a recognizable style that matches the overall tone of the interface.

Shape Language

The interface uses a rounded shape that create a clean yet approachable visual look. There are also file and folder-like inspired shapes, that provide structure without overwhelming the layout.

Borders

Borders follow the same round system, with a standard 16px border radius applied across UI elements to maintain consistency. When used borders are thin and minimal at 2px weight, reflecting the clean lines used in the logo. Borders are used sparingly and primarily for functions like input fields, to help define interactive areas without clutter.

Buttons

Buttons follow the established typography system in typeface but uses color to distinct the type of button. The Sky Boost is used for secondary actions like submitting forms while the Power Up is for primary actions like starting a new pitch.